

**DRAFT IMS Marketing Strategy**  
**March 2006**

**General Marketing Concept:**

**Park:** Contact each park on our IMS and ask to present update at a squad meeting

Provide general and specific information on IMS

Follow-up with park to see how they are utilizing the IMS

Phase 1 – conduct with parks that we currently have online in IMS

**IMR GIS and Supts:** Send email to IMRGIS updating them on status of our IMS and future plans.....include mention of tech asst. support for IMS

**Networks:** Determine whether to set this up with individual networks or as part of Park Marketing....talk with Bruce Bingham to get feedback and other Data Managers on this topic

**RO:** Brief NR Staff on the use of an IMS

Talk with Janet and Bob regarding briefing for RD Staff

Brief CR and CESU Staff on the use of an IMS

**Pre-Squad Meeting Prep:**

- Email and call Supt. to get idea of their calendar for squad meetings
- Contact GIS Specialist/Collateral duty specialist at park to pre-test the connection to determine whether we can do a live demo or a powerpoint demo
- 1<sup>st</sup> preference would be to do live demo
- 2<sup>nd</sup> preference will be powerpoint demo (this .ppt would then need to be developed and would include screen captures of IMS)
- Discussed concept of marketing IMS brochure that Ben would develop for us that could be sent out before squad meeting presentation.

**Follow-up:**

- Discuss feedback process –upper right corner in blue text
- Conduct email follow-up 6-8 weeks after squad meeting?
- Conference call demo....Netmeeting or live connection to show advanced toolbox
  - If live connection, we should pre-test how many people can be online with IMS and not create performance issues
- Status of Marketing –track in spreadsheet in IMS\_SDE folder
  - Add columns for initial contact, squad meeting, follow-up dates

## **SQUAD MEETING PRESENTATION MATERIALS**

### **What is an Internet Map Service or IMS?**

- A web based interface that allows the user to view GIS data over a specific geographic area

### **Where can I access the NPS Intermountain Region IMS?**

- The NPS IMR IMS can be accessed at [http://imgis.nps.gov/interactive\\_map\\_services.html](http://imgis.nps.gov/interactive_map_services.html)

### **How does an IMS work?**

- GIS Data must be placed on a server and server is maintained and updated with new data as it becomes available
- Data is consolidated under a park code directory, consistently symbolized and tested and linked to metadata web page.
- GIS data is formally documented, uploaded to NR-GIS Data Store and uploaded to IMS Server. **Note:** NPS Policy – GIS Data must be fully documented with metadata in order to serve on an IMS

### **How do I use an IMS?**

- Logon via an internet connection and use Tools or Advanced Tools to create a custom view
- Training on web site tools –reference help file
  - Zoom and pan Tools
  - Turn layers on and off
  - Measure distances between locations on the map
  - Query on attributes
  - Print maps
  - Save map graphic to disk
- Advanced Tools

### **Why have we created this?**

- To make GIS data more accessible to NPS employees and the public
- To allow IMS Users to create custom views and maps and save or print these views

### **Our IMS, as built, cannot:**

- Perform analysis of GIS data such as viewsheds, buffers, merging of data, etc.

- Allow immediate upload of your GPS data into the IMS....this must be processed through the GIS offices and then could be prepared for upload to IMS site

**Can we serve sensitive data on this site?**

- Maybe,
- We can password protect data for a short term project such as Mexican Spotted Owl study
- Encryption not available, thus we would not feel comfortable serving sensitive data for a long period of time

**Future plans for IMS:**

- Continue to add IMR parks to this site
- Add new layers for existing parks upon request

**Feedback Process?**

- Encourage you to use the site, try it out and send comments via the “ “ button.....
- What other functions would you like to have included on the NPS Intermountain IMS?

## **Tools Discussion:**

### **Black Tabs Across top of screen**

- About - currently empty, explore customization, point to [www.nps.gov/parkacronym](http://www.nps.gov/parkacronym) discuss other uses of this tab – general statement on IMS?, etc.
- Layers (Default)
- Legend
- Key Map –creates an Index map on Left Side of Map - currently US (too small scale) – suggest state based or regional based map
- Bookmarks
  - Set personal bookmarks- save a specific geographic extent so that you can revisit it at a later time –Districts or quadrants of park
- Create PDF
  - Template/Size
  - Scale
  - Map Title
  - Map Notes
  - Save .pdf (Print Function from Adobe Acrobat -.pdf)
- Help –yellow pop-ups –need to right click and temporarily enable from this web site, then click on “Help” tab again
- Exit –close window

Automatically Refresh Map feature – check on and off....can be problematic if you want to customize a map....best to click off, select all layers you want to view and then check the “Automatically Refresh Map” feature

Show Legends Button

### **Traditional Tools: Horizontal Toolbar**

Zoom in – use box function .click on hold on left mouse, drag box until desired size

Zoom out –point location

Full Extent

Zoom to a selected layer –Pick list of layers via drop down menu

Zoom previous (over zoomed, go back one)

Pan –hand symbol, retains same scale

Identify feature –gray “i” icon in legend, turns to black when selected, only one layer can be selected for the identify feature at a time – you must click on another layer to switch over the identify feature

Obtain attribute, filename, metadata link and geographic coordinate position  
Note UTM NAD83 Zone 13 coordinate information in lower left corner  
Get Identify Results window in place of Map Layers and Notes  
Left click and choose “Back” to refresh to before you clicked “Identify”  
Or click on “Layers” tab to reset legend and Notes  
Clear selection

**More details on these functions in the Help Tab**

**Notes:**

1. Red Outline highlights which tool is active – Zoom in, Zoom Out, Identify
2. Map Tool –Bottom –indicates current tool activated
3. Scale indicator- Lower Left –enter in your own scale

**Advanced Tools: (Single Click)**

The Expanded Toolkit includes tools that allow you to draw on the map, save, print, email, extract data, identify, and search.

- –yellow pop-ups –need to right click and temporarily enable from this web site, if pop-ups have not already been enabled
- **More details on these functions in the Help Tab**
- **Save and Open Session functions allow you to create custom map views and revisit them as often as you wish**